



Guest Experts: Core Technology

A special section focused on your area of expertise—Core Banking Systems! This special advertorial section will appear in the April issue of Independent Banker (print and digital) which will feature editorial coverage on emerging Core technology.

CHALLENGE/SOLUTION FORMAT:

1. State the challenge & solution.
 - A. Name a challenge community banks are facing
 - B. Summarize your company's solution
2. Highlight the benefits of your company's product or service:
 - A. Use case studies and/or testimonials
 - B. Offer concrete details on how your solution works
 - C. Emphasize the impact your solution can make for community banks
3. Include an image to support your message (headshot, stock photo, chart, etc.)
4. Share contact information (Name, email, phone, website)

ADDED VALUE INCLUDES:

- High-resolution PDF of your advertorial to use internally
- Inclusion in the digital issue of Independent Banker
- Bonus distribution to community bank marketing titles

RATES

Size	Corporate Member	Non-Member
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650
HALF PAGE (vertical)	\$3,975	\$4,571

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Optimize Operations and Control Risk

Explore this special advertorial section for industry insights on how community banks can optimize operations and control risk.

Independent Banker

Optimize Operations and Control Risk

Challenge: Digital marketing leads to bank growth, but it also has challenges like the challenges of bank digital. The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Solution: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Take the power of digital

The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

WE WORK TO FIND THE RIGHT INSIGHTS, MESSAGES AND OUTLETS TO SHOWCASE YOUR BANK'S PRODUCTS AND SERVICES THROUGH ARTICLES, CONTENT, PRODUCT REVIEWS AND CREATIVE

Benefit: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Parting performance marketing

The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Conclusion: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

FINTEL

Financial Intelligence Network

Grow Commercial Banking and Asset Finance

Challenge: In the era of increasing consumer expectations, it's not just about how well you serve your customers, but how well you serve your community. The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Solution: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Imagine an on-well producing a thousand gallons a day that with just a few simple adjustments, could triple production

Conclusion: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Digital ads

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Benefit: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

Conclusion: The challenge is to find the right mix of digital marketing to drive the right results while staying within budget and meeting compliance requirements.

DELIVERABLES & SPECIFICATIONS

- Headline/title:** 10 words max
- Challenge & Solution:** 75 words (combined) max
- Main Copy:** Lowercase headlines. Please use multiple paragraphs, and bulleted/numbered lists sparingly.
 - Two-page Spread: **700** words
 - Full Page: **400** words
 - Half Page: **125** words
- Contact Info:** name & title, email, phone, URL
- Image Size:** 3.75"W x 3"H; Image must be 300DPI at 100% of print size
- Logo:** Vector/ai format; file must be 300DPI at 100% of print size

APRIL 2024 ISSUE
Space Reservation Due: February 15th, 2024
Ad Materials Due: March 4th, 2024

To learn more and reserve your space:
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